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Coimbatore - 641 043, Tamil Nadu, India.

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*Two Days National Conference on*  
**Two Days National Conference on**

**“CHALLENGES OF INDIAN ECONOMY AND SUSTAINABLE  
DEVELOPMENT”**

*Organized by*  
**Department of Economics**

**Department of Economics &  
Dr. Ambedkar Studies Centre**



**ISBN: 978-93-94198-21-0**

**Date : 02.02.2023 & 03.02.2023**

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First Edition: 2023

**Place of Publication:** Vaniyambadi, Tirupathur District, Tamil Nadu, India.

**Proceedings of the Two Days National Conference on “CHALLENGES OF  
INDIAN ECONOMY AND SUSTAINABLE DEVELOPMENT”**

**ISBN: 978-93-94198-21-0**

**Published and Printed By**

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# **An Analytical Study of Mobile Foodpreneurs in The Selected Study Region as Schumpeterian Entrepreneurs**

## **Abstract**

India with the 2<sup>nd</sup> largest population in the world has huge labour force as a boon on the one hand and unemployment crisis as a bane on the other hand. The period from 2004 to 2010 with an average growth rate of 10 per cent is quite often regarded as the Golden Period of the Indian Economy. However, the total number of jobs created during the so called “golden period” is only 27 lakhs, which stands as a testimony to the fact that the Indian economy is under the clutches of unemployment.<sup>1</sup> Despite this dark side, the number of employees in the food service market is growing across the country from 4.6 million in 2013 to 7.3 million in 2021 and is estimated to be at 9.5 per cent in 2022.<sup>2</sup> The main aim of the Sustainable Development Goals like decent work, eradication of poverty and hunger directly and indirectly require the creation of employment avenues. Foodpreneurship can aid in the sustainable development by encouraging entrepreneurial activities, reducing unemployment crisis and ultimately alleviating poverty and hunger. The study is supported by primary data gathered using questionnaire from a total of 30 mobile foodpreneurs in the major districts of Kongu region, to analyse them as Schumpeterian entrepreneurs along with their socio-economic background. The major findings of the analysis reveal that the vehicle type used is a significant factor in influencing the profits of the sample respondents, while other independent variables like educational background, initial business investment and number of marketing strategies employed are insignificant in determining their profits. India has the highest business discontinuation rate of 24.6% in the whole world.<sup>3</sup> In spite of the existing policy measures like Pradhan Mantri Mudra Yojana, lack of awareness stands as a barrier to the growth of mobile foodpreneurs. Improved government intervention through awareness creation, easy financial access and financial aid can help mobile foodpreneurship become a promising platform for several unemployed and underemployed Indian population. It can further assist in augmenting the incomes of mobile foodpreneurs in the Kongu region and improve their innovative ability.

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**Keywords: Mobile Foodpreneurs, Innovation, Sustainable Development, Government intervention**

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